



# GRAND OPENING

Thursday, October 1

*Introducing*

the  
All New  
1960

# SIMCA

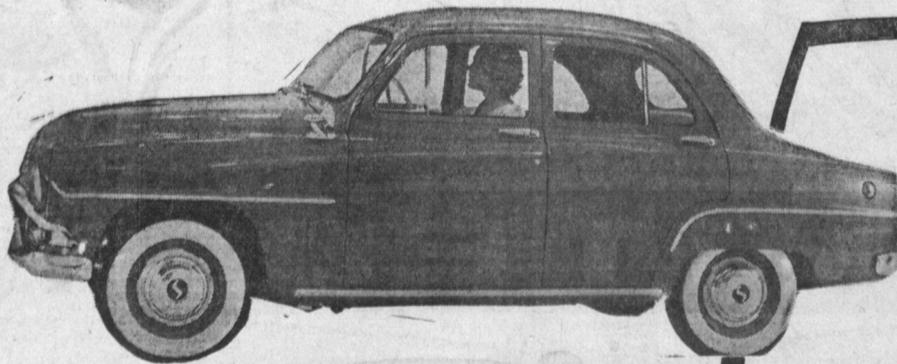
FOR THE 'ECONOMY-MINDED' PERSON

**FREE  
BALLPOINT PENS  
TO EVERYONE**

Our courteous salesmen will be more than happy to demonstrate the model of your choice at your home or place of business.

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**Immediate Delivery  
No Waiting**



Economy motoring at its luxurious best with room for all the family, is found in this Simca Super DeLuxe four-door sedan, which is imported from Paris by the Chrysler Corporation. Styled in the world's fashion capital, Simca has proven 42.6 miles per gallon fuel economy in actual tests on American roads. This five-passenger sedan is powered by a 48-horsepower, four-cylinder overhead-valve engine, mounted up front for greater safety, which uses regular gas for top gas savings.

**SIMCA! IMPORTED FROM PARIS BY CHRYSLER!**

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LOW  
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**\$ 1808**

**42.6 MILES PER GALLON**

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